



REGAL HEIGHTS VILLAGE BIA

Background:

The Regal Heights Village Business Improvement Area is one of the 83 Business Improvement Areas in Toronto. We are comprised of business and property owners along St. Clair Avenue West from Winona Avenue to Westmount Avenue. With support from the City of Toronto and the Toronto Association of Business Improvement Areas, the mandate of the BIA is to support business members, work to improve business conditions, and promote the prosperity of our community.

The RHV BIA is administered by a volunteer Board of Management. Every business within our area is automatically a member. While BIAs arise from the retail and professional activities of a main street, they have a profound effect on the surrounding area. They serve as an economic and social anchor, helping to stabilize and revitalize the local community.

The RHV BIA has many initiatives including streetscape improvements, community events, partnering with the surrounding community and residents' associations, and providing support, programs, and information to our members.

Scope of Work:

Regal Heights Village BIA (RHV BIA) is requesting for proposals from a professional Production Company to produce a video to promote and highlight the diversity of our member businesses to attract more customers to visit our member businesses and shop in Regal Heights Village. The secondary goal of the video is to also attract potential new businesses to Regal Heights Village, as the BIA also represents the interests of the property owners.

The style of the video should be similar to that of BlogTo with an actor/actress interacting with the viewer and highlighting the business(es) and their offerings, services and/or products.

The production company will be required to work with the Board of Management of Regal Heights Village BIA, and participating member businesses to develop the desired style and content of the video. The Production Company will use their expertise to provide suggestions/guidance and direction on the production of the video.

The BIA and participating member businesses will only be able to provide the venue, any information required for the production of the video, and potential participation of the owner(s) and/or staff in the video recording. However, it is up to the Production Company to provide the necessary Actor/Actresses in the video production.

All recording will be in Regal Heights Village BIA in their participating member businesses.

Regal Heights Village BIA will help coordinate with participating business and the Production Company to ensure a smooth production.



REGAL HEIGHTS VILLAGE BIA

Requirements:

The goal of the video(s) and photos is to promote Regal Heights Village and its member businesses, to encourage customers to shop at our member businesses, as well as to attract potential businesses to call Regal Heights Village their new home.

Deliverables

Regal Heights Village BIA will require a separate quote for each of the following deliverables;

1. A video featuring/highlighting the various services/restaurants/products offered in Regal Heights Village without identifying the specific business. The video should be a highlight of the diverse offerings of Regal Heights Village. The main video should be edited with a final deliverable containing 3 different length videos while maintaining the same quality and messaging;
 - a. 3 minute video
 - b. 1 minute video
 - c. 30 second video
2. A 20 to 30 second video featuring a specific participating member business, highlighting the member business' services and/or products. The total number of participating businesses is to be determine, the range may be between 25 to 90 businesses.
3. Three photographs of participating businesses highlighting each business. Potential of 40 to 80 participating businesses, approximately 120 to 240 photos. Photos may contain the following shots;
 - a. Outside of the business
 - b. Inside of the business/Products
 - c. Owners of the business



REGAL HEIGHTS VILLAGE BIA

Timeline

Deliverable 1; Main video with final edits of 3 minutes, 1 minute and 30 seconds need to be delivered to Regal Heights Village BIA no later than October 31, 2023.

Deliverable 2: Videos of participating businesses, 30 second video delivery dates is flexible and can be agreed upon between the Production Company and RHV BIA Board of Management.

Deliverable 3: Photographs of participating businesses, the delivery date is flexible and can be agreed up on between the Production Company and RHV BIA Board of Management.

Submission Process:

All quotes must be provided to Regal Heights Village BIA Board of Management no later than August 25, 2023. Please email all quotes, references and portfolio to;

regalheightsbia@gmail.com

Due to the tight timeline of the project, the Board of Management will review all submissions when received and will notify the Production Company no later than Friday September 8, 2023